



WPTV

ORDER

Print Date 08/21/12

Page 1 of 6

Flight Dates 08/14/12-08/21/12

Contract / Revision 307680 /

Original Date / Revision
08/10/12 08/17/12

Advertiser DCCC-Murphy / Democrat /

Agency Fortune Media

Buying Contact

527 Avenue B
Redondo Beach, CA 90277Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product
Friends of Patrick Murphy

Agency Com 15%

Billing Contact
527 Avenue B
Redondo Beach, CA 90277

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # 369

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	49	\$22,971.25	\$27,025.00	0.00
Totals	49	\$22,971.25	\$27,025.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/21/12	49	\$22,971.25	\$27,025.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	08/14/12	08/20/12	Monday Prime B Stars Earn Stripes	CM	9-10p	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/14/12	08/20/12	M-----		1		\$500.00		0.00					
N 2	WPTV	08/14/12	08/20/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/14/12	08/20/12	MTWTF--		3		\$400.00		0.00					



WPTV

Print Date: 08/21/12

Page 2 of 6

Contract / Revision **307680** Flight Dates **08/14/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/10/12/ 08/17/12

Order Sep 00:30:00

Advertiser **DCCC-Murphy / Democrat /** Product **Friends of Patrick Murphy** Estimate # **369**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WPTV	08/14/12	08/20/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$400.00	P-2	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/14/12	08/20/12	MTWTF--	3		\$400.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WPTV	08/14/12-08/20/12		M-F 9-10a	9-10a		MTWThF----	:30	(\$400.00)	0.00	NM			
See MG 5.3,5.4,5.5,5.6,5.7,5.8,5.9,5.10,5.11 [per cb]														
N 3	WPTV	08/14/12	08/20/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$325.00	P-2	0.00 NM	3	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/14/12	08/20/12	MTWTF--	2		\$325.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WPTV	08/14/12-08/20/12		M-F 10-11a	10-11a		MTWThF----	:30	(\$325.00)	0.00	NM			
See MG 3.3,3.4 [per cb]														
3	NPTV	08/14/12-08/20/12		M-F 10-11a	10-11a		MTWThF----	:30	\$325.00	0.00	NM			
Ⓜ MG for 6.3,3.1 shifted spots from 8/14 to start 8/15														
4	NPTV	08/14/12-08/20/12		M-F 4p-5p	4-5p		MTWThF----	:30	\$450.00	0.00	NM			
Ⓜ MG for 6.3,3.1 shifted spots from 8/14 to start 8/15														
N 4	WPTV	08/14/12	08/20/12	M-F 11-12n M-F 11-12n	CM	11a-12p	MTWTF--	:30	2	\$200.00	P-2	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/14/12	08/20/12	MTWTF--	2		\$200.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	WPTV	08/14/12-08/20/12		M-F 11-12n	11a-12p		MTWThF----	:30	(\$200.00)	0.00	NM			
See MG 5.3,5.4,5.5,5.6,5.7,5.8,5.9,5.10,5.11 [per cb]														
N 5	WPTV	08/14/12	08/20/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	MTWTF--	:30	2	\$250.00	P-2	0.00 NM	10	\$5,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/14/12	08/20/12	MTWTF--	2		\$250.00		0.00					



WPTV

Print Date: 08/21/12

Page 3 of 6

Contract / Revision **307680** Flight Dates **08/14/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/10/12/ 08/17/12

Order Sep 00:30:00

Advertiser **DCCC-Murphy / Democrat /** Product **Friends of Patrick Murphy** Estimate # **369**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 5	WPTV	08/14/12	08/20/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	MTWTF--	:30	2	\$250.00	P-2	0.00 NM	10	\$5,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/14/12	08/20/12	MTWTF--	2		\$250.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	08/14/12-08/20/12		M-F 12n-1p		12-1p	MTWThF----	:30		(\$250.00)		0.00 NM		
See MG 5.3,5.4,5.5,5.6,5.7,5.8,5.9,5.10,5.11 [per cb]														
3	NPTV	08/21/12-08/21/12		M-F 12n-1p		12-1p	-T-----	:30		\$250.00		0.00 NM		
Ⓜ MG for 14.2,10.1,7.1,4.2,8.3,8.1,2.1,5.1,9.3 xtended ltc to 8/21 to accomodate revised start date														
4	NPTV	08/21/12-08/21/12		M-F 9-10a		9-10a	-T-----	:30		\$400.00		0.00 NM		
Ⓜ MG for 14.2,10.1,7.1,4.2,8.3,8.1,2.1,5.1,9.3 xtended ltc to 8/21 to accomodate revised start date														
5	NPTV	08/21/12-08/21/12		M-F 530-6p		530-6p	-T-----	:30		\$850.00		0.00 NM		
Ⓜ MG for 14.2,10.1,7.1,4.2,8.3,8.1,2.1,5.1,9.3 xtended ltc to 8/21 to accomodate revised start date														
6	NPTV	08/21/12-08/21/12		M-F 11-12n		11a-12p	-T-----	:30		\$200.00		0.00 NM		
Ⓜ MG for 14.2,10.1,7.1,4.2,8.3,8.1,2.1,5.1,9.3 xtended ltc to 8/21 to accomodate revised start date														
7	NPTV	08/21/12-08/21/12		M-F 1235-135a		1235-0135a	-T-----	:30		\$100.00		0.00 NM		
Ⓜ MG for 14.2,10.1,7.1,4.2,8.3,8.1,2.1,5.1,9.3 xtended ltc to 8/21 to accomodate revised start date														
8	NPTV	08/21/12-08/21/12		M-F 530-6p		530-6p	-T-----	:30		\$850.00		0.00 NM		
Ⓜ MG for 14.2,10.1,7.1,4.2,8.3,8.1,2.1,5.1,9.3 xtended ltc to 8/21 to accomodate revised start date														
9	NPTV	08/21/12-08/21/12		M-F 7-730p		7-730p	-T-----	:30		\$800.00		0.00 NM		
Ⓜ MG for 14.2,10.1,7.1,4.2,8.3,8.1,2.1,5.1,9.3 xtended ltc to 8/21 to accomodate revised start date														
10	NPTV	08/21/12-08/21/12		M-F 730-8p		730-8p	-T-----	:30		\$800.00		0.00 NM		
Ⓜ MG for 14.2,10.1,7.1,4.2,8.3,8.1,2.1,5.1,9.3 xtended ltc to 8/21 to accomodate revised start date														
11	NPTV	08/14/12-08/20/12		M-F 5-530p		5-530p	MTWThF----	:30		\$800.00		0.00 NM		
Ⓜ MG for 14.2,10.1,7.1,4.2,8.3,8.1,2.1,5.1,9.3 xtended ltc to 8/21 to accomodate revised start date														
N 6	WPTV	08/14/12	08/20/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	3	\$450.00	P-2	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/14/12	08/20/12	MTWTF--	3		\$450.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
3	WPTV	08/14/12-08/20/12		M-F 4p-5p		4-5p	MTWThF----	:30		(\$450.00)		0.00 NM		
See MG 3.3,3.4 [per cb]														
N 7	WPTV	08/14/12	08/20/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	2	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/14/12	08/20/12	MTWTF--	2		\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	08/14/12-08/20/12		M-F 5-530p		5-530p	MTWThF----	:30		(\$800.00)		0.00 NM		
See MG 5.3,5.4,5.5,5.6,5.7,5.8,5.9,5.10,5.11 [per cb]														
N 8	WPTV	08/14/12	08/20/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	3	\$850.00	P-2	0.00 NM	1	\$850.00



WPTV

Print Date: 08/21/12

Page 4 of 6

Contract / Revision **307680** Flight Dates **08/14/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/10/12/ 08/17/12

Order Sep 00:30:00

Advertiser **DCCC-Murphy / Democrat /** Product **Friends of Patrick Murphy** Estimate # **369**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 8	WPTV	08/14/12	08/20/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	3	\$850.00	P-2	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/14/12	08/20/12	MTWTF--	3		\$850.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	08/14/12-08/20/12		M-F 530-6p		530-6p	MTWThF----	:30		(\$850.00)		0.00 NM		
See MG 5.3,5.4,5.5,5.6,5.7,5.8,5.9,5.10,5.11 [per cb]														
3	WPTV	08/14/12-08/20/12		M-F 530-6p		530-6p	MTWThF----	:30		(\$850.00)		0.00 NM		
See MG 5.3,5.4,5.5,5.6,5.7,5.8,5.9,5.10,5.11 [na]														
N 9	WPTV	08/14/12	08/20/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	3	\$800.00	P-2	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/14/12	08/20/12	MTWTF--	3		\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
3	WPTV	08/14/12-08/20/12		M-F 7-730p		7-730p	MTWThF----	:30		(\$800.00)		0.00 NM		
See MG 5.3,5.4,5.5,5.6,5.7,5.8,5.9,5.10,5.11 [per cb]														
N 10	WPTV	08/14/12	08/20/12	M-F 730-8p M-F 730-8p	CM	730-8p	MTWTF--	:30	3	\$800.00	P-2	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/14/12	08/20/12	MTWTF--	3		\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	08/14/12-08/20/12		M-F 730-8p		730-8p	MTWThF----	:30		(\$800.00)		0.00 NM		
See MG 5.3,5.4,5.5,5.6,5.7,5.8,5.9,5.10,5.11 [per cb]														
N 11	WPTV	08/14/12	08/20/12	Monday Prime C grimm	CM	10-11p	M-----	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/14/12	08/20/12	M-----	1		\$600.00		0.00					
N 12	WPTV	08/14/12	08/20/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	MTWTF--	:30	3	\$950.00	P-2	0.00 NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/14/12	08/20/12	M-----	3		\$950.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	08/14/12-08/20/12		M-F 11-1135p		11-1135p	M-----	:30		(\$950.00)		0.00 NM		
See MG 12.5														
3	WPTV	08/14/12-08/20/12		M-F 11-1135p		11-1135p	M-----	:30		(\$950.00)		0.00 NM		
See MG 12.4														
4	NPTV	08/21/12-08/21/12		M-F 11-1135p		11-1135p	-T-----	:30		\$950.00		0.00 NM		
Ⓜ MG for 12.3 08/20														
5	NPTV	08/18/12-08/18/12		Sa 11-1130P		11-1130p	-----Sa--	:30		\$950.00		0.00 NM		
Ⓜ MG for 12.1 08/20														
N 13	WPTV	08/14/12	08/20/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	4	\$350.00	P-2	0.00 NM	3	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/14/12	08/20/12	M-----	4		\$350.00		0.00					



WPTV

Print Date: 08/21/12

Page 5 of 6

Contract / Revision **307680** Flight Dates **08/14/12-08/21/12**

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Order Sep 00:30:00

Advertiser **DCCC-Murphy / Democrat /** Product **Friends of Patrick Murphy** Estimate # **369**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WPTV	08/14/12	08/20/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	4	\$350.00	P-2	0.00	NM	3	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	M-----	4		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WPTV	08/14/12-08/20/12		M-F 1135p-1235a		1135p-1235a	M-----	:30		(\$350.00)		0.00	NM		
See MG 13.6															
3	WPTV	08/14/12-08/20/12		M-F 1135p-1235a		1135p-1235a	M-----	:30		(\$350.00)		0.00	NM		
See MG 13.6															
4	WPTV	08/14/12-08/20/12		M-F 1135p-1235a		1135p-1235a	M-----	:30		(\$350.00)		0.00	NM		
See MG 13.5															
5	NPTV	08/21/12-08/21/12		M-F 1135p-1235a		1135p-1235a	-T-----	:30		\$350.00		0.00	NM		
Ⓜ MG for 13.4 08/20															
6	NPTV	08/14/12-08/20/12		Sa 1130p-1a		1130p-1a	-----Sa--	:30		\$700.00		0.00	NM		
Ⓜ MG for 13.2,13.3															
2-4-1 mkgd															
N 14	WPTV	08/14/12	08/20/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	MTWTF--	:30	3	\$100.00	P-2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	MTWTF--	3		\$100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WPTV	08/14/12-08/20/12		M-F 1235-135a		1235-0135a	MTWThF----	:30		(\$100.00)		0.00	NM		
See MG 5.3,5.4,5.5,5.6,5.7,5.8,5.9,5.10,5.11 [per cb]															
N 15	WPTV	08/14/12	08/20/12	Friday Prime C dateline	CM	10-11p	----F--	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	----F--	1		\$950.00		0.00						
N 16	WPTV	08/14/12	08/20/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	-----S-	1		\$250.00		0.00						
N 17	WPTV	08/14/12	08/20/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	-----S-	2		\$450.00		0.00						
N 18	WPTV	08/14/12	08/20/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	-----S-	1		\$500.00		0.00						
N 19	WPTV	08/14/12	08/20/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	-----S-	1		\$350.00		0.00						
N 20	WPTV	08/14/12	08/20/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	-----S-	1		\$600.00		0.00						
N 21	WPTV	08/14/12	08/20/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



WPTV

Print Date: 08/21/12

Page 6 of 6

Contract / Revision **307680** Flight Dates **08/14/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/10/12/ 08/17/12

Order Sep 00:30:00

Advertiser **DCCC-Murphy / Democrat /** Product **Friends of Patrick Murphy** Estimate # **369**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	WPTV	08/14/12	08/20/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	-----S-	1		\$175.00		0.00						
N22	WPTV	08/14/12	08/20/12	Saturday Prime C law & order : svu	CM	10-11p	-----S-	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	-----S-	2		\$300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WPTV	08/14/12-08/20/12		Saturday Prime C		10-11p	-----Sa--	:30		(\$300.00)		0.00	NM		
See MG 22.3,22.4															
[pgm chge Stars Earn Stripes]															
2	WPTV	08/14/12-08/20/12		Saturday Prime C		10-11p	-----Sa--	:30		(\$300.00)		0.00	NM		
See MG 22.3,22.4															
[pgm chge Stars Earn Stripes]															
3	NPTV	08/14/12-08/20/12		NBC Saturday Prime		9-11p	(9:00 PM-11:00 PM)-----Sa--	:30		\$300.00		0.00	NM		
Ⓜ MG for 22.1,22.2															
4	NPTV	08/14/12-08/20/12		NBC Saturday Prime		9-11p	(9:00 PM-11:00 PM)-----Sa--	:30		\$300.00		0.00	NM		
Ⓜ MG for 22.1,22.2															
N23	WPTV	08/14/12	08/20/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	-----S	1		\$250.00		0.00						
N24	WPTV	08/14/12	08/20/12	Su 10-1030a Su 10-1030a	CM	10-1030a	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	-----S	1		\$200.00		0.00						
N25	WPTV	08/14/12	08/20/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	-----S	1		\$600.00		0.00						
N26	WPTV	08/14/12	08/20/12	NFL Game NFL Pre-Season Game	CM	4p-12a (8:00 PM-11:00 PM)	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	-----S	1		\$2,000.00		0.00						
N27	WPTV	08/14/12	08/20/12	Su 11-1135p Su 11-1135p	CM	11-1130p	-----S	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/14/12	08/20/12	-----S	1		\$950.00		0.00						
Totals														49	\$27,025.00